

APPENDIX A

	Disclosure RSW8-1998-0144
Created By: Sandeep Singhal Created On: 07/31/98 06:01:05 PM Last Modified By: Binh Q Nguyen Last Modified On: 08/05/98 02:42:59 PM	
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Required fields are marked with the asterisk (*) and must be filled in to complete the form.

Summary

Status	Under Evaluation
Processing Location	RSW
Functional Area	Dennis King/Web Solutions
Attorney/Patent Professional	Bruce Clay/Raleigh/IBM
IDT Team	Mark Lumsden/Raleigh/IBM; Art Francis/Raleigh/IBM; David Kuehr-McLaren/Raleigh/IBM; Richard Gray/Raleigh/IBM; Chris Gege/Raleigh/IBM; David Lection/Raleigh/IBM; Steven Miller/Raleigh/IBM; Allen K Edwards/Raleigh/IBM; Sandeep Singhal/Raleigh/IBM
Submitted Date	08/04/98 11:46:22 AM
Owning Division	
PVT Score	To calculate a PVT score, use the 'Calculate PVT' button.

Inventors with Lotus Notes ID's

Inventors: Binh Q Nguyen/Raleigh/IBM, Sandeep Singhal/Raleigh/IBM

Inventor Name > denotes primary contact	Inventor Serial	Manager Serial	Manager Name
Nguyen, Binh Q (Binh)	463527	781E5E4	Harder, Thomas V (Tom)
Singhal, Sandeep K (Sandeep)	07977	107HDEB	Gopal, Alok S (Alok)

Inventors without Lotus Notes ID's**IDT Selection****Main Idea**

* Title of disclosure (in English)

Method and System for Logging Dynamically Inserted Information for Web Usage Analysis

* Idea of disclosure

Problem Solved or Discovery Made by this invention

In a Web server environment, Web pages are composed dynamically during run-time. Information such as advertisements, summaries of articles, headlines, and links are routinely inserted into Web pages by a CGI or servlets. The pieces of information may be stored in database or on file system.

The current Web servers have no capability to log information about dynamic contents, only request records logged. There is a need to collect information about which pieces of information were viewed by each user. This information enables effective monitoring of the efficacy of information delivery and content personalization, allowing an administrator to change their placement, change their rates, etc. as appropriate based on the Usage Analysis.

Solution (a description of "the invention", including figures inline as appropriate)

All dynamically insertable pieces of information are tagged with an unique identifier. This process may be accomplished by the MD5 algorithm. The information and its associated identifier are stored together.

When a piece of information (advertisements, articles, headlines, etc.) is selected to be included in the response page, its associated identifier is deposited into the provided Response Buffer. The Logging Facility collects the Response Buffer at the time the Web page is sent to the client and records the Identifiers together with the request record into the log file.

Advantages and Benefits of this solution
None known

Implementation

WebSphere Site Analysis, GA 3/1999

Critical Questions (Questions 1 - 7 must be answered)**Question 1**

On what date was the invention workable? 08/07/98. Please format the date as MM/DD/YYYY
(Workable means i.e. when you know that your design will solve the problem)

***Question 2**

Is there any planned or actual publication or disclosure of your invention to anyone outside IBM?

 Yes No

If yes, Enter the name of each publication or patent and the date published below. Publication/Patent:

Date Published or Issued:

Are you aware of any publications, products or patents that relate to this invention?

 Yes No

If yes, Enter the name of each publication or patent and the date published below. Publication/Patent:

Date Published or Issued:

***Question 3**

Has the subject matter of the invention or a product incorporating the invention been sold, used internally in manufacturing, announced for sale, or included in a proposal?

 Yes No

Is a sale, use in manufacturing, product announcement, or proposal planned?

 Yes No

If Yes, Identify the product if known and indicate the date of planned date of sale, use in manufacturing, product announcement or proposal and to whom the sale, announcement or proposal will be made.

Product: WebSphere Site Analysis

Version/Release: 2.1

Code Name: Hurricane

Date: 03/30/1999

For whom: General Availability

If more than one, use cut and paste and append as necessary in the field provided.

***Question 4**

Was the subject matter of your invention or a product incorporating your invention disclosed to anyone outside IBM or in the presence of anyone from IBM?

 Yes No

If Yes, indicate date. Please format the date as MM/DD/YYYY

Question 5 Yes No

Have you ever discussed your invention with others not employed at IBM? Yes No

If yes, identify individuals and date discussed. Fill in the text area with the following information:
the names of the individuals, the employer, date discussed, under CDA and CDA?

Question 6 Yes No Not Sure

Was the invention in any way, started or developed under a government contract or project?

If Yes, enter the contract number:

Question 7 Yes No Not Sure

Was the invention made in the course of any alliance, joint development or other contract activities?

If Yes, enter the following: Name of Alliance, Contractor or Joint Developer

Contract ID number
Relationship contact name
Relationship contact E-mail
Relationship contact phone

Question 8 Yes No

Have you submitted or are you aware of any related disclosure submission?

If Yes, please provide the title and docket or disclosure number below:

Question 9 Yes No

What type of companies do you expect to compete with inventions of this type? Check all that apply.

- Manufacturers of enterprise servers
- Manufacturers of entry servers
- Manufacturers of workstations
- Manufacturers of PCs
- Non-computer manufacturers
- Developers of operating systems
- Developers of networking software
- Developers of application software
- Integrated solution providers
- Service providers
- Other (Please specify below)

Patent Value Tool (Optional - this may be used by the inventor and attorney to assist with the evaluation of the invention)

Post Disclosure Text & Drawings

(Form Revised 12/17/97)

APPENDIX BMYERS BIGEL SIBLEY & SAJOVEC, P.A.

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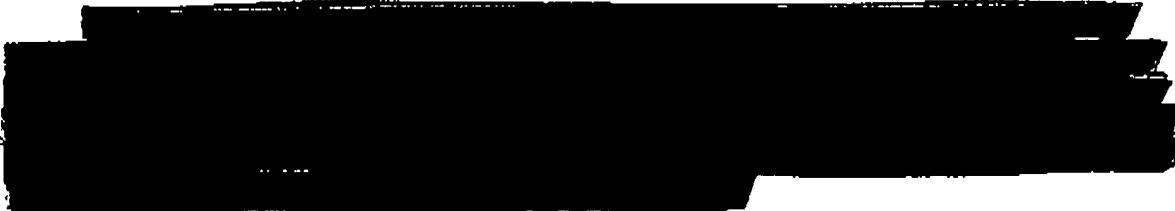
November 25, 1998

Mr. Binh Q. Nguyen
IBM Corporation
Post Office Box 12195
Research Triangle Park, NC 27709

Re: Patent application entitled *Systems, Methods and Computer Program Products for Associating Dynamically Generated Web Page Content with Web Site Visitors*
IBM Dkt. CR9-98-098; Our File No. 5577-115

Dear Binh:

Enclosed please find a copy of the initial draft of the above-referenced patent application for review by you and Sandeep Singhal. Please provide any comments or changes to us by December 4, 1998. I am also sending you and Sandeep copies via e-mail.



Mr. Binh Q. Nguyen
November 25, 1998
Page 2

[REDACTED]

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[REDACTED]

If you should have any questions, please feel free to give me a call.

Best regards.

Sincerely,



Needham J. Boddie, II

NJB/lhg
Enclosures

cc: Mr. Sandeep K. Singhal (w/enc.)
A. Bruce Clay, Esq. (w/o enc.)
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